

aruba holiday!

FREE guide to vacation fun and the best buys...

EDITOR: MILDRED KOIJ — PUBLISHER: HELEN DOVALE — TEL: 3227 — P.O. BOX 378 — VOL. I — No. 8 — WK. FEB. 17 '66

shopper's tour

Let's start our walking and shopping tour at the head of Nassaustraat at one of Aruba's oldest, yet most modern and up-to-date stores.... ARUBA TRADING COMPANY, affiliated with the Yellow House in Curaçao. Here, all under the same roof, you will find a fabulous collection of perfumes, cosmetics, cashmeres, Danish pipes, D'Avenza sportcoats, French and Italian ties, and gift articles sure to please young or old. Liquor and cigarettes in bond are delivered free of charge to your ship or plane. Still under the same roof, their airconditioned PHOTO EL GLOBO carries one of the Caribbean's largest selections of photographic and electronic equipment. A most courteous and friendly welcome awaits you at the ARUBA TRADING COMPANY.

Directly across the street is Leo Berlinski's "PEARL OF THE ORIENT" featuring platinum and 18 kt. gold jewelry set with precious and semi-precious stones, cultured pearls, the world famous Girard Perregaux and other well known Swiss made watches. They carry sterling, silver plated and stainless steel cutlery, bone china and ceramic dinnerware, crystal from France, Finland, Sweden and England, figurines, teakwood articles, petit point and beaded bags. There are gifts galore in every price range just waiting for you, so browse to your heart's content.

Right next door is the wonderland of the PEASANT SHOP, with handicrafts from 52 different countries! Madeira linens, handcarved wooden lamps, masks, figurines, Italian bathing suits, Pringle and Lyle & Scott cashmere sweaters, Bruyère, Dunhill, and Comoy pipes. Folk art from Latin America, Europe, Asia, and Africa. Please someone back home.... please yourself!.... with an unusual gift or souvenir from the huge selection awaiting you at the PEASANT SHOP!

Cross over and at no. 22 is BOTICA DEL PUEBLO. If you're running low on suntan lotion, hairspray, toothpaste, cosmetics, and other toilet articles, take a few minutes at this drugstore. They also carry perfumes and colognes, as well as the delicious Verkade and Cadbury chocolates, and Dutch "zoute drop" (licorice). If you want to replenish your vitamin supply, or want a prescription filled, their reliable "apotheker" (pharmacist) will be glad to be of assistance.

On the corner to your left, the carillon and the lovely showcase displays identify SPRITZER AND FUHRMANN'S well known Aruba store. They will be pleased to show you their unique collection of diamond and gold jewelry, mostly exclusive pieces from the Continent. Fine watches such as Patek Philippe and Piaget and a wide range of Swiss novelty watches, all advantageously priced. There are clocks, evening bags, objets d'art, crystal, sterling and bone china from the most famous European houses, much more than we can mention.... plus their very special brand of personalized service. Your guarantees are honored at their New York store, 5 East 57th Street and you are "bonbiní" at their lovely stores in Bonaire, Curaçao, and St. Maarten.

Leaving S&F you face the stairs that lead to EVA BOUTIQUE, house of custom made designs as well as ready made clothing for Milady. Original designs are created from a wide selection of European fabrics, most carefully fitted to the customer. Imports from Italy, France, and Switzerland can be easily altered if need be. Sportswear and costume jewelry round out their attractive line of merchandise. Drop in at EVA BOUTIQUE where you can have a shift made in a few hours, and most designs in 24 hours.

At street level again, continue up Nassaustraat and on your right you will come to LA PARISIENNE, specializing in a large selection

Cont. page 4



This too is Aruba — Photo PR Dept. Lago

THIS IS ARUBA

Aruba, with its 60,000 inhabitants, is one of the six islands comprising the Netherlands Antilles, and it is fast becoming one of the most popular Caribbean vacation resorts. Due to the constantly cooling tradewinds the climate is mild and comfortable. The average annual temperature is 80° Fahrenheit, and rainfall is scarce, only 20 inches per year. Aruba is out of the hurricane area.

Aruba's countryside, or "Cunucu" as it is called in Papiamentu, is generously strewn with huge boulders, rock formations and trade-wind bent Divi-Divi trees. Sheltered sea coves along the north coast provide pleasant, secluded picnic spots.

Aruba's greatest pride is in its magnificent beaches... Eagle Beach and Palm Beach, can't be beat for sun-bathing, swimming, water skiing, boating and for their luxurious resort facilities.

Oranjestad, Aruba's capital is essentially Dutch-Caribbean, with quaint old houses, as well as modern air-conditioned shops and offices. San Nicolas, on the other end of the island is located near the LAGO oil refinery, one of the largest in the world, (Standard Esso group). Another huge industry which has recently started operation, is the Barcadera Chemical Plant. Aruba also has one of the world's largest sea water distillation plants.

Aruba offers the tourist many shopping advantages. There is available a huge selection of famous brand name products, and merchandise from all over the world. Many of these are priced approximately 40% to 60% lower than in the U.S. Beatrix Airport with its jet facilities offers excellent airline connections and several cruise ships call at Aruba regularly.

We hope you will have a very pleasant "Aruba Holiday". May this brief encounter lead to a return visit, enabling you to become better acquainted with our sunny island and its hospitable people.

CRUISE ARRIVAL

Thurs: Feb. 17 . . Santa Paula

LOCAL CIVIC CLUB MEETINGS



KIWANIS: Monday 7:00 p.m. dinner meeting at Hotel Strand.



ROTARY: Monday 6:45 p.m. dinner meeting at Trocadero.

PUBLIC LIBRARY: Free lending of books in English, Spanish and Dutch, a.o. books on Aruba and other Caribbean islands. Call 1580 — 6 Wilhelminastraat.

WHAT'S GOING ON

ARUBA CARIBBEAN HOTEL-CASINO: Klompenclub presents: double feature: Betty Clooney and the fascinating magician Peter Pit.

Bali Bar: Carlos Montiel Quintet.

DE OLDE MOLEN: calypso singer King Paul.

HOTEL STRAND: versatile

Aruban show and the ever popular Strand combo.

CARNIVAL HIGHLIGHTS:

Feb. 17th at 8 p.m. — Aruba Carnival Queen election and coronation at Wilhelmina Stadium.

Feb. 18th at 10:30 p.m. — election and coronation Aruba Caribbean Hotel-Casino Carnival Queen.

Feb. 19th: at 2 p.m. Grand Parade in San Nicolas; at 12 midnight Hotel Strand's Carnival Queen election and coronation.

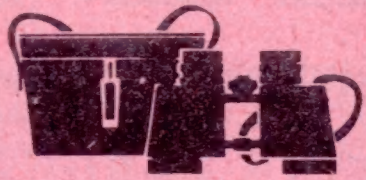
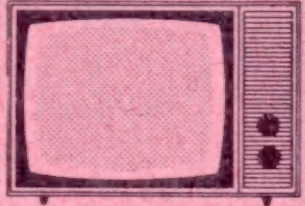
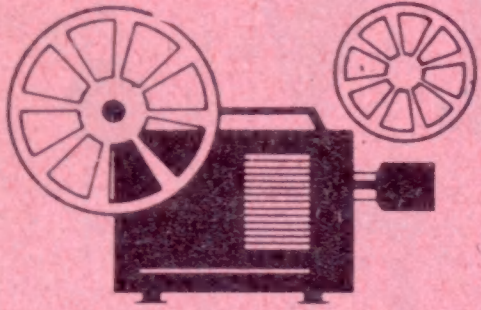
DID YOU KNOW THAT:

...A 17 day round trip excursion fare NEW YORK to ARUBA, by KLM or PAN AMERICAN, or a 30 day round trip excursion fare by TRANS CARIBBEAN, now costs only 150 dollars.

...A 17 day round trip excursion fare PUERTO RICO to ARUBA, by PAN AMERICAN OR TRANS CARIBBEAN, now costs only 35 dollars.

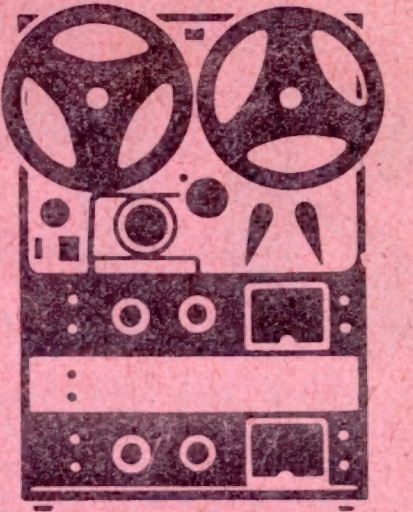
...A 17 day round trip excursion fare MIAMI to ARUBA by KLM or PAN AMERICAN, now costs only 140 dollars.

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The "Scoop" on U.S. Customs Regulations

U.S. Customs Regulations need not frustrate the traveling shopper. Shopping in the Netherlands Antilles can result in many a worthwhile saving. Here are some of the facts about the new October 1, 1965 Customs Regulations and some tips which will make your shopping in the Netherlands Antilles pleasant and profitable.

The U.S. Customs Regulations allow that:

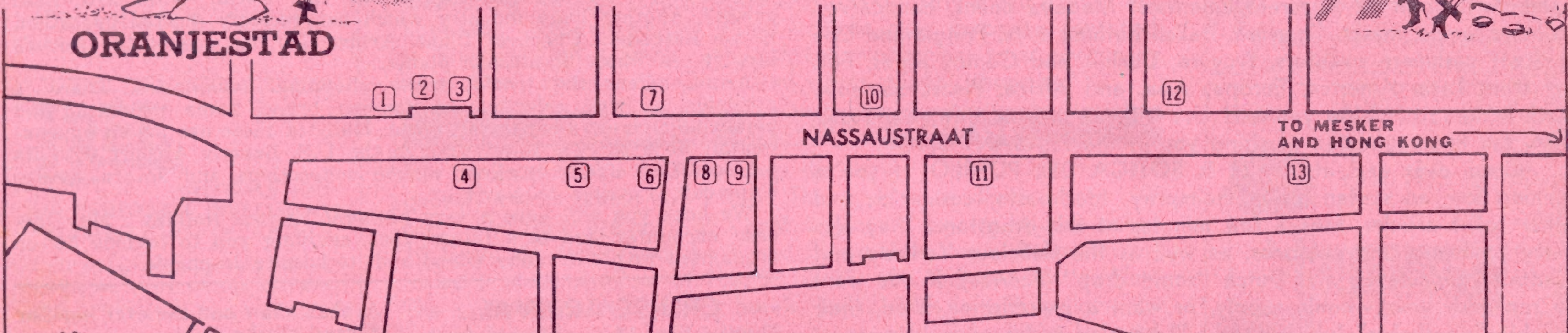
Each returning resident may take back with him, free of duty and tax, articles totaling \$ 100.—, providing the stay abroad has exceeded 48 hours and that the \$ 100.— exemption or any part of it has not been used within the preceding 30 days. (The \$ 100.— is based on the fair retail value of the items in the country obtained).

The advantages to be considered are:

1. There is **NO LIMIT** to the number of articles you can take back, as long as you pay duty on the amount in excess of the \$ 100.—. The duty on purchases in excess of \$ 100.— is levied on the **WHOLESALE PRICE** of the item **IN THE COUNTRY OBTAINED** (the customs officer generally subtracts 40% of your retail cost to arrive at the wholesale value). Now here is where you can effect your savings. For example: Let us say that a camera retailing in the U.S. for \$ 50.— is retailing in Aruba for \$ 30.—. U.S. Customs will levy a 15% duty on 60% of the \$ 30.— Aruba price. This is only a duty of \$ 2.70. Thus, the total cost of the camera to you, including the duty you will pay on arrival in the U.S. is only \$ 32.70! which is still considerably lower than the U.S. retail price of \$ 50.—.

2. **GIFTS** In addition to the \$ 100.— exemption, each traveller can mail an **UNLIMITED NUMBER** of gifts valued up to \$ 10.— each, to friends and relatives back home, provided the addressee does not receive in a single day gift parcels exceeding the \$ 10.— limitation. **NO** declaration is required, and **NO** tax is levied. Gifts of liquor and tobacco are not permitted, but perfume, valued at less than one dollar, is permitted in this privilege.
3. **LOW DUTY** items are **GOOD BUYS** because even when including the duty they will cost you far less than you would pay back home. Such items as cameras, watches, jade, perfume, cultured pearls, phonograph records and shoes are good buys.
4. **FREE OF DUTY** are portable typewriters, foreign photographic film, original paintings, drawings and sculptures, foreign language books, antiques produced before 1830 . . . and of all things, caviar and truffles!
5. **WEAR AND TEAR** on items purchased during your trip and used during the trip, such as clothing, cameras, binoculars, watches, will be considered by the customs authorities. When declaring these items, mention that they have been used on the trip and the customs officer will make an appropriate reduction for wear and/or use on the value of the item and on the subsequent duty.
6. An **UNLIMITED AMOUNT** of cigarettes can be brought in duty-free (within your \$ 100.— exemption) for personal use (New Yorkers, please note!). Cigars, however, are limited to 100.
7. **DUTY-FREE LIQUOR** may total one quart per person over 21. Substantial savings can be realized when taking back more than one quart because even with the duty it comes out cheaper than at the corner liquor store in the U.S. This is especially so on higher priced brand items, and on brandy and wine. E.g. a bottle of liqueur retailing in the U.S. for \$ 9.26 is sold in bond in Aruba at \$ 2.75. The duties levied are \$ 2.35, thus the total cost of this bottle to you, including the U.S. duty, is only \$ 5.10, and your savings amount to \$ 4.16! Imagine the savings on five such bottles amounting to \$ 20.80!!!!
8. Remember that you are not allowed to bring back merchandise originating in Communist China, North Korea, North Vietnam and Cuba.
9. **SAVE MONEY** by using your \$ 100.— exemption for the high duty items. Pay duty on the low duty items.
10. Go through U.S. Customs **SMOOTHLY** by filling out your declaration carefully, keeping your dutiable items together and your sales slips handy.

Map of Shopping Center



ALL AMERICA CABLES 12	PEARL OF THE ORIENT (LEO BERLINSKI) 2
ARUBA SHOE BAZAAR 11	PEASANT SHOP 3
ARUBA TRADING COMPANY 4	PHOTO EL GLOBO 4
BOTICA DEL PUEBLO 5	STUVESANT ART SHOP 13
EVA BOUTIQUE 6	SPRITZER & FUHRMANN 7
FANNY'S 1	
KAN, INC. 10	
LA PARISIENNE 9	A ARUBA TOURIST BUREAU
PALAIS ORIENTAL 8	B POLICE HEADQUARTERS

TELEPHONE NUMBERS OF TAXI STANDS:	
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Aruba Caribbean	2250
Oranjestad	1604
San Nicolas	5160

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Gift Items

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wining dining & dancing

BALI: (Tel. 2131). Exciting culinary treat in store in an Indonesian setting at the floating restaurant "Bali". Rijsttafel, nassi goreng, bami goreng, and whopping good steaks . . . served in the houseboat or on the pier. Check the bar for a pleasant libation at cocktail time, before and after dinner. Open daily from 10 a.m. to 2 p.m.; 4 p.m. to midnight. Your genial hosts: Bill Strijland and Karl Schmand. The Caribbean Tourist Association has voted the "Bali" one of the best restaurants in the Caribbean.

BASI RUTI: (Tel. 2222). First hotel built on Aruba's marvelous beach. Modern, airconditioned, informal and charming. Dining room and terrace dining area: Italian pizza, lasagne, canelloni, veal scaloppine . . . also continental cuisine and barbecues. Indoor and outdoor bars. Ideal spot for swimming, water sports, fishing. Convenient accommodations for families with children. Locker facilities available for cruise ship passengers.

DE OLDE MOLEN: (Tel. 2060). Dine in an authentic old Dutch windmill, originally built in Holland in 1815. Homey old Dutch interior houses cosy bar and restaurant, with unusual nightclub under the beams. Nightly entertainment. Specialties of The Old Mill: venison,

wild boar, lamb, snipes, pheasant, duck, seafood, and last but not least, steaks! A stone's throw from the Aruba Caribbean Hotel-Casino. Open: 11 a.m. to 2 p.m.; 5 p.m. to 11 p.m.; and the nightclub till 3 a.m.

HONG KONG: (Tel. 2966). A short stroll from the shopping center, located at 19 Adriaan Laclé Boulevard. Airconditioned bar-restaurant specializing in shark fin soup, delicious Chinese style chicken and lobster dishes, famous sweet and sour specials. Quick sandwiches, steaks any style. The bartender has 15 years' experience and can shake up a great cocktail in the wink of an eye! Good place for a "shopping break".

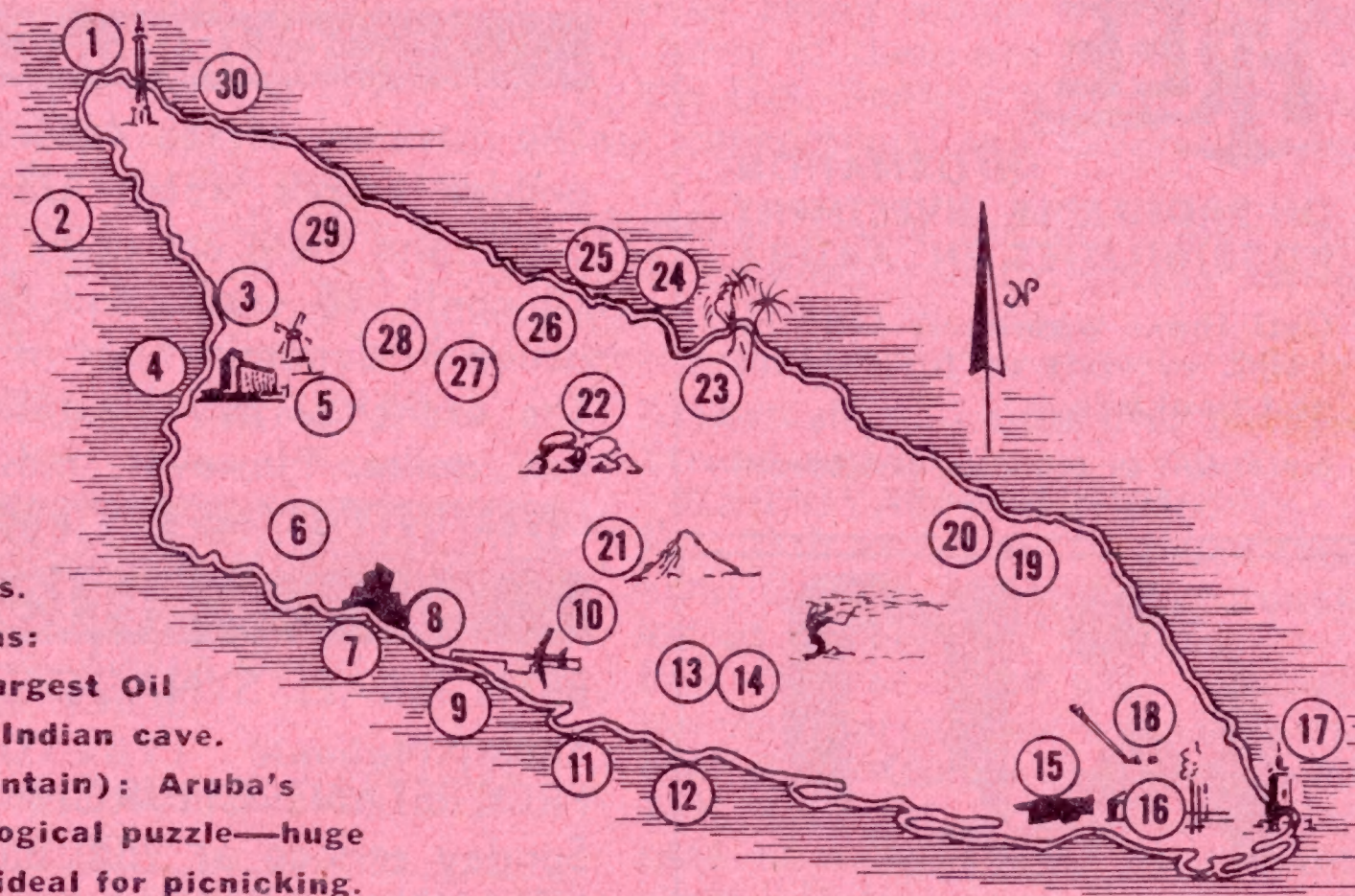
HOTEL STRAND: (Tel. 1990-1991). Modern and tastefully decorated, completely remodeled, airconditioned beachfront hotel. Located near the airport and a 3 minute drive from the center of town. International cooking and native dishes. Excellent indoor and outdoor bar, coffee shop, pool facilities. Dancing nightly in the popular Perla del Caribe nightclub, which features Aruban and U.S. style entertainment. Enjoy a "night on the town" here.



A sunny Bonbini to our visitors!

When you hear or read the expression "Bonbini" in Aruba, it is simply the papiamentu translation for the word welcome, but . . . it also entails a sincere expression of desire for you to have an enjoyable stay and for you to return soon again and again.

Michael S. Kuiperi
Michael S. Kuiperi,
Director of Tourism.



1. California Lighthouse. 2. Wreck of German ship. 3. Basi Ruti Hotel.
4. Aruba Caribbean Hotel-Casino. 5. De Olde Molen.
6. Nutriculture Farm: vegetables grown scientifically in water and chemicals.
7. Oranjestad: Aruba's capital, Paarden Baai (Horses' Bay) where the ships dock, Waterfront schooner market, Queen Wilhelmina Park. 8. Hotel Strand.
9. Princess Beatrix Airport. 10. Canashito: wild parakeet sanctuary
11. Barcadera Chemical Plant. 12. One of the world's largest sea water distillation plants.
13. Frenchman's Pass. 14. Balashi: ruins of old gold mill and mine. 15. San Nicolas: second town of the island. 16. Lago Oil and Transport Company: one of the world's largest Oil Refineries. 17. Colorado Point Light. 18. Aruba Golf Club. 19. Quadirikiri: Indian cave.
20. Fontein: ancient Indian symbols on walls of cave. 21. The Hooiberg (Haystack Mountain): Aruba's landmark. Concrete stairway to summit 541 feet above sea level. 22. Ayó: geological puzzle—huge massive boulders piled one on top of the other. 23. Andi Couri: lovely secluded cove, ideal for picnicking.
24. Natural Bridge: carved out of solid coral rock by the crashing sea. 25. Boca Mahos: sharks' feeding place.
26. "Pirates' Castle" at Bushiribana. 27. Crystal Mountain: you may find a glittering piece of crystal! 28. St. Anna Church at Noord: magnificent hand-carved altar.
29. Chapel at Alto Vista: originally built by Spanish Missionaries in 1750. 30. Sand Dunes at California Point.



ENJOY THE CARIBBEAN

Fast connections from ARUBA to:

Barranquilla - Bonaire - Caracas - Curaçao - Georgetown - Guayaquil -
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SHOPPER'S TOUR Cont'd
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jewelers established in Holland in 1918. They carry Rolex, Longines,
International Watch Co. Schaffhausen, Juvenia and Zodiac watches.
Kodak, Yashica, Fujica, Konica, and Topcon cameras and binoculars.
Precious and semi-precious stones, Mikimoto cultured pearls and many
other lovely gift items for someone special back home. In their optical
department... sunglasses, French and Italian frames. There's a KAN
shop at the airport too, and in Bonaire and Curaçao as well, with
the same fine line of quality merchandise. Their address for service
in the U.S. is 55 West 42nd Street, New York. They honor Diners'
Club and American Express cards.

Make it a special point to visit the STUYVESANT ART SHOP,
across the street and two short blocks up. There's a permanent
exhibition of Dutch oils and local art, and all kinds of art objects,
yours for the choosing.

Are you a decorator "buff"? If so, keep on walking up
Nassastraat until you spot the Esso station. Make a right turn and
around the corner you will find MESKER'S showroom of living room,
dining room, bedroom and casual Danish and Continental furniture.
Their collection includes Scandinavian carpets, Italian lamps, Swedish,
Finnish, and British fabrics. MESKER'S consultants are experts. They
will gladly help you plan, decorate and furnish an office, home, or
hotel, whether in Aruba or in the States. You will be happy to know
that MESKER will deliver direct from the European factory right to
your address. Stop by and explore the savings to be had.

Out of town, in the lower lobby of the Aruba Caribbean Hotel-
Casino the ARUBA CARIBBEAN GIFT SHOP offers you a wide and
appealing selection of gift items in Delft Blue, European toys such
as Steiff stuffed animals, and Schucco mechanical toys, and many
more. Same prices as in Oranjestad stores. Happy shopping!

CURRENCY AND EXCHANGE
The currency of the ABC islands is the florin (guilder). One Antillean
guilder equals about US \$ 0.53. The guilder is divided into 100
cents, and there are coins of 1 cent, 2½ cents, 5 cents (square nickei),
10 cents, 25 cents, and the 1 and 2½ guilder coins. Banknotes are
issued in denominations of 2½, 5, 10, 25, 100, 250 and 500 guilders.
The exchange in restaurants, hotels, banks, taxis is 1.85 guilders for
one dollar. However, most tourist shops give the visitor an extra
break by figuring two guilders for the dollar.

RELIGIOUS SERVICES
BETH ISRAEL SYNAGOGUE: Oranjestad; Friday evening service at
8:00 p.m.
PROTESTANT CHURCH: Wilhelminaplein (new church);
Sunday service at 9:00 a.m.
ST. ANNA CHURCH: Noord (near Palm Beach area); Sunday services:
5:30 a.m., 8:30 a.m., and 6:00 p.m.
ST. FRANCISCO CHURCH: Oranjestad; Catholic. Sunday services:
6:00 a.m., 8:30 a.m., and 7:00 p.m.

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